

# Recreational Water Illness Media Campaign

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## TV PSAs

In response to cryptosporidiosis outbreaks associated with recreational water venues in Idaho last summer, the Idaho Department of Health and Welfare (IDHW) and Idaho's local public health districts recently produced three fun and educational 30-second television spots to promote recreational waterborne illness prevention. IDHW is making these spots available for use by other state and local health departments, municipalities, or non-profit associations. If you are interested in acquiring and modifying these TV spots for your organization's use, please send an e-mail to [epimail@dhw.idaho.gov](mailto:epimail@dhw.idaho.gov) with your complete contact information and "RWI PSA Request" in the subject line.

To select the PSA you would like to view, click on "Windows Media File" or "Flash". The Flash versions of the TV PSAs are not yet available.



You wouldn't go swimming in someone's bathtub, so why would you use the pool for your bathwater? Always shower well before using the pool.

[Windows Media File](#)

[Flash](#)

We all carry things on our bodies we wouldn't want to share. Always shower before swimming.

[Windows Media File](#)

[Flash](#)



Change your baby's diapers in the bathroom, and don't forget to wash your hands!

[Windows Media File](#)

[Flash](#)

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## Radio PSAs



### [Radio PSA 1](#)

(30 seconds)

Do your part to prevent another "Crypto" outbreak at swimming pools and splash parks.



### [Radio PSA 2](#)

(30 seconds)

We all carry things on our bodies we wouldn't want to share.



### [Radio PSA 3](#)

(30 seconds)

Swimming and playing in the water are great ways to have fun, but careless swimmers can make others sick.



### [Radio PSA 4](#)

(60 seconds)

Filters and disinfectants can only do so much to keep the water clean, the rest is up to you.

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## Print Materials

In response to cryptosporidiosis outbreaks associated with recreational water venues in Idaho last summer, the Idaho Department of Health and Welfare (IDHW) and Idaho's local public health districts have produced three posters, a brochure, and two temporary tattoo designs to promote recreational waterborne illness prevention. IDHW is making these materials available for use by other state and local health departments, municipalities, or non-profit associations. If you are interested in acquiring a version of the posters without logos and modifying these materials for your organization's use, please send an e-mail to [epimail@dhw.idaho.gov](mailto:epimail@dhw.idaho.gov) with your complete contact information and "RWI <type of material> Request" in the subject line.

[Posters](#)

[Brochure](#)

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### Posters

Please, note that the PDF files of the posters posted here are formatted for 8.5"x11" paper. The actual size of the posters will be larger; specific dimensions are noted next to the images. If you request poster files for use by your organization, the files that will be sent will not be the 8.5"x11" version.



Recreational water illness prevention poster developed for restrooms

The [linked](#) PDF file is formatted for 8.5"x11" paper; the actual size will be 18"x24".



Recreational water illness prevention poster developed for physician offices and day cares.

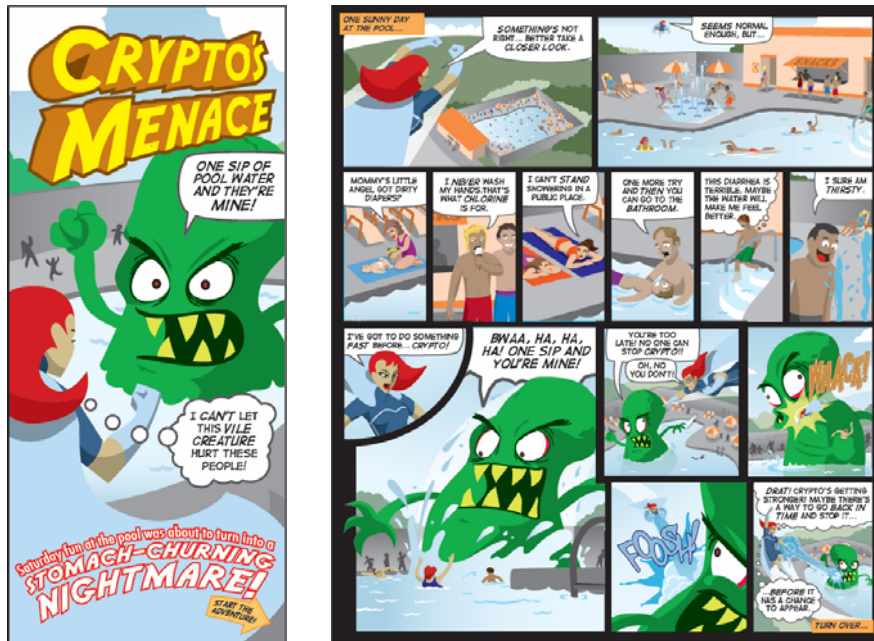
The [linked](#) PDF file is formatted for 8.5"x11" paper; the actual size will be 11"x17".



Recreational water illness prevention poster developed for general use.

The [linked](#) PDF file is formatted for 8.5"x11" paper; the actual size will be 18"x24".

Z fold brochure; to see the PDF file, please click [here](#).



## Temporary Tattoos

To download a PDF of the tattoo images, please click [here](#).



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